

Turning Cold Leads into Hot Prospects Since 1993

WHO WE ARE

A Warm-Transfer is a unit of Customer Solutions Group (CSG), a call center-based business in Colorado, Idaho and California. The Warm-Transfer unit, specializing in high-speed, highly efficient outbound sales calling, was formed in 2004.

WHAT WE DO

We use proprietary technology and processes to qualify customers from lead lists and hand them back, on the phone and ready to buy. We process thousands of leads every day, from any and all sources:

- The Internet
- Print and media advertising
- Trade shows and events
- Seminars/webinars
- Inactive customer files
- Current customer files
- Anything you have!

WHY YOU NEED US

Even after multiple attempts, only about one in three leads reaches a real, live decision-maker willing to hear a sales pitch. Of those completed calls, very few turn into sales. Chasing down a handful of valuable customers isn't worth your money or your sales reps' time.

Our proprietary high-speed dialing network can process a lead list 6 or 7 times faster than a human. Skilled reps in our 300-seat, US-based call center quickly qualify interested parties and hand them back to you still on the phone, ready to buy. All you have to do is close the sale.

CONTACT US

Get your sales team busy closing sales instead of chasing cold leads!

- Call for a FREE consultation at 877-274-5221.
- Visit us at www.warm-transfer.com.

Want to learn how Warm-Transfer boosted sales 30% for one leading auto insurance company? See page 2.

WHAT OUR CLIENTS SAY

Warm-Transfer has already performed *millions* of transfers. We have reduced costs and expanded sales dramatically for some of America's biggest, best companies, and we're a market leader lead qualification.

Here's what our valued customer Elephant Insurance Services has to say about us:

"Overall, sales have soared in our web lead channel since your team started calling for us. Our internal sales team satisfaction is at a record high."



877-274-5221
warm-transfer.com

millions of transfers – and counting!

* CASE STUDY

Speed Dial: How a Faster Outward Response Program Boosted Sales 30%

A leading auto insurance company struggled to manage the thousands of new leads that came in daily. The company wanted to improve its lead flow processes and at the same time develop a sophisticated quality scoring model that would increase sales and reduce costs. The carrier chose Warm-Transfer, a business unit of Customer Solutions Group (CSG), to help them achieve their goals.

BACKGROUND

The automobile insurance lead marketplace is highly competitive. Independent agents representing different companies compete with captive agents and direct writers, who represent one company, for consumers who have gone online to request a quote. To make a sale, speed is crucial. Internet shoppers expect an instant response. The first agent in is the likeliest to win.

This particular carrier is a direct writing operation, with licensed sales reps who are highly skilled at selling insurance but lack the technological resources for optimal outbound dialing campaigns. The client approached Warm-Transfer because of its ten-year track record in warm transfer campaigns, its state-of-the-art technology and high-quality, US-based agents. Added to those factors were the proven strengths of Warm-Transfer's parent company, CSG, in consulting, customization, data handling and reporting.

A MODEL FOR SUCCESS

Once engaged, Warm-Transfer immediately began to gather leads from third-party websites and the carrier's own website, posting them to Warm-Transfer's servers. Warm-Transfer next created sophisticated analytical models customized for each lead type. The models dictated:

- Optimum number of dials
- Script to be followed
- Best times to call
- Telephone number to make the transfer

THREE STEPS TO A SALE: CALL, QUALIFY, TRANSFER

Then Warm-Transfer's dialing systems went to work, so fast that calls often reached interested customers while they were still sitting in front of their computer. When someone was on the line, a professional from Warm-Transfer's call center asked a few strategically selected qualification questions and then transferred likely purchasers to agents at the carrier's call center, who closed the sale.

Warm-Transfer 

Floundering in a Flow of Leads, a Top Auto Insurance Company Finds a Fast Way Out

KEY RESULTS

Warm-Transfer helped a leading insurance company solve a lead flow challenge and:

- Expand new business by 30%
- Reduce cost per sale
- Free up expensive licensed staff from lower-value prospecting to higher-value selling
- Introduce new calling strategies for non-buyers



A LIFE LINE LIFTS SALES

In the collaboration between the client and Warm-Transfer, which is ongoing, about 4,000 interested customers have been transferred each day. New business has increased by 30%. In a highly competitive environment, Warm-Transfer's client has dramatically increased sales from Internet leads, reduced costs and increased market penetration. A company once drowning in a sea of leads has been rescued by a life line in the form of a faster outbound response program.

TESTING FOR BETTER TARGETING

Throughout the process, Warm-Transfer has continually tested scripts and lead criteria. These methodically created test cells helped Warm-Transfer and its client target and segment internal and external lead sources while continually improving the lead scoring model. Warm-Transfer is now testing other proprietary source strategies for this carrier to enhance sales opportunities previously lost.

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